



**10<sup>th</sup> Biennial Getting In Touch With Literacy Conference**  
**December 7 – 10, 2011**  
**The Seelbach Hilton Hotel**  
**500 Fourth Street - Louisville, KY**  
**Phone: 502-585-3200 Fax:(502) 585-9206**  
**<http://www.seelbachhilton.com>**

**APPLICATION and AGREEMENT FOR EXHIBIT SPACE  
AND PROGRAM ADVERTISEMENT**

**GITLW 2011 is hereby authorized to reserve exhibit space for the use of:**

\_\_\_\_\_  
(please print your organization name )  
at the 10<sup>th</sup> Biennial GITWL conference.

**COMPANY NAME:** \_\_\_\_\_

**COMPANY WEBSITE:** \_\_\_\_\_

**MAILING ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_ \_

**ZIP/POSTAL CODE:** \_\_\_\_\_

**PHONE:** ( ) \_\_\_\_\_ **FAX:** ( ) \_\_\_\_\_

**Principle products:**  
\_\_\_\_\_

The above information will appear in the conference program and on the  
GITWL website at *[gettingintouchwithliteracy.org](http://gettingintouchwithliteracy.org)*

**NAMES OF EXHIBIT REPRESENTATIVES**

Please print names of all representatives who wish to have GITWL badges and conference programs. Badges will be required to enter the exhibit hall during off hours.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

The conference program is available in print and braille upon request. Please circle choices and indicate number of each:

Print \_\_\_\_\_ Braille \_\_\_\_\_

All conference materials will also be available to load on your flash drive at the conference registration desk.

GITWL strives to provide the most accessible venues to all conference attendees. Please indicate your desire to have:

Hotel orientation and tactile map \_\_\_\_\_

Guide dog relief area orientation \_\_\_\_\_

## EXHIBIT SPACE AND FEES\*

	Commercial	Non-Commercial	Amount
Standard Space	\$400 One draped 6' table	\$200 One draped 6' table	
Extra Table(s)	___ @\$250 each	___ @\$150 each	
Electrical Outlets	\$30	\$30	
Wifi Access	___ @\$100/day	___ @ \$75/day	
		<b>Subtotal for Exhibit Space (US\$ only)</b>	

\*Exhibit fee includes:

1. One draped table and two chairs.
2. Complimentary link on GITWL web site.
3. Group room rate of \$129 single/\$139 at the Seelbach Hilton, December 6 – 11, 2011. Reservations can be made online at <http://www.hilton.com/en/hi/groups/personalized/S/SDFSHHF-GET-20111207/index.jhtml> or by calling 502-585-3200. Be sure to specify the Getting In Touch With Literacy conference rate when making your reservations.

## CONFERENCE PROGRAM ADVERTISEMENT FEES

We welcome any and all advertisements placed by our exhibitors. Advertisers will be contacted at the email address provided by the exhibitor to supply copy in a format suitable for printing in the conference program.

Contact for advertisement copy: \_\_\_\_\_

Contact's email address: \_\_\_\_\_

Please indicate preferences based on the following information:

	Page Size	Width in Inches	Height in Inches	Program Price	Amount
A	Full page – color	7	10	\$500	
B	Full page	7	10	\$400	
C	Half page	7	5	\$300	
D	Quarter page	3.5	2.5	\$200	
E	Tribute (Business Card Size)			\$100	
			<b>Subtotal for Ads</b>		
			<b>Subtotal for Exhibits</b>		
			<b>Total (Ads and Exhibits) US\$ only</b>		

**Please make check payable to GITWL and mail with this application to:**

**Monica Turner  
GITWL Exhibit Chair  
1839 Frankfort Ave  
Louisville, KY 40206**

**Submitting this completed application and agreement constitutes a promise to pay. In the absence of accompanying payment, the commercial exhibitor agrees to pay the total exhibit fee no later than October 31, 2011.**

## Exhibitor Information and Preferences

Please indicate your choices so we may consider your wishes while preparing the exhibit hall layout. We will make every effort to accommodate as many preferences as possible, based upon earliest received application. Thank you for your understanding.

**REMINDER: Please do not tape, staple, or tack anything to the walls of the exhibit hall.**

Does your display feature a large screen, backdrop, or other frame that would block the view of adjacent GITWL exhibitors?    Yes\_\_\_\_\_    No\_\_\_\_\_

Is your display a tabletop display?    Yes\_\_\_\_\_    No\_\_\_\_\_

If no, how large is your display?    Height\_\_\_\_\_    Width\_\_\_\_\_

Please do not locate our exhibit adjacent to the following exhibitors: \_\_\_\_\_

\_\_\_\_\_

Would you like to participate in giving door prize(s) to conference participants in the exhibit hall during the conference? If so, please indicate the items you are willing to donate: \_\_\_\_\_

Door prizes will be displayed at your exhibit booth until the awarding of the prizes. Thank you for your participation in this event!

**The undersigned organization representative agrees that the above organization will abide by all rules, requirements, restrictions and regulations as set forth in this agreement. Failure to do so will result in forfeiture of all monies paid to GITWL under terms of this agreement.**

SIGNATURE: \_\_\_\_\_

TITLE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

## **EXHIBIT GUIDELINES**

### **EXHIBIT POLICY**

Any merchandise for sale at the conference must be available for purchase/order by all conference attendees. GITWL reserves the right to refuse use of space to any exhibitor whose product or program, in the sole opinion of GITWL, is not in keeping with the general character of the conference. GITWL reserves the right to require any exhibitor to remove any exhibit or any part thereof, which, in the sole judgment of GITWL, is misleading, deceptive, in poor taste, or not in keeping with the general character of the conference.

**SETUP:** The exhibit area will be available for exhibitor move in on Wednesday, December 7, 2011 from 12:00 – 6:00 pm.

### **SCHEDULE OF EXHIBITS:**

Wednesday, December 7 from 8:30 – 10:00 pm

Thursday, December 8 from 9:00 am – 5:00 pm

Friday, December 9 from 9:00 am – 5:00 pm

### **DISMANTLING OF EXHIBITS:**

- Exhibits may be dismantled on Friday, December 9, after 5:00 pm and between 8:00 and 10:00 am on Saturday, December 10. Failure to abide by this schedule will result in assessment of a \$50 fee.
- All equipment, crates, and other materials must be removed. Trash must be bagged and/or put into garbage cans.

The exhibitors themselves may take charge of activities that do not require labor, such as handling, placing, setting out and dismantling of exhibit merchandise.

**EXHIBITOR STAFF:** At least one attendant shall attend each exhibit space during all public Exhibit Hall hours. For proper identification of exhibitor personnel, a badge will be issued for each representative listed on this application and agreement form (please see page 2). GITWL reserves the right to limit the quantity of badges issued and to recall badges used by unauthorized persons. Members of the Exhibits Committee will be available to man your exhibit for short periods of time if you need to step out.

**ADVANCE SHIPMENT OF EXHIBITS:** Exhibitors may send limited advance materials to the conference site to arrive on or after December 4, 2011, with advance notice (at least one day in advance) of name of delivery company, quantity, and arrival date. Items must be labeled with name and date of conference, and sale manager Teri Nevitt. The hotel will store properly sealed and labeled items for up to three (3) days following the conference. The address label for such advance shipment shall include the following:

### **Getting In Touch With Literacy Conference**

**Name of Firm/Exhibitor**

**Attn: Teri Nevitt**

**Seelbach Hilton Hotel**

**500 Fourth Street**

**Louisville, KY 40202-2518**

Groups are responsible for making arrangements to ship materials out of the hotel. The hotel will store properly sealed and labeled materials for up to three days following the function.

**SHIPMENT COST:** Handling fee of \$5.00 per package weighing up to ten pounds and \$10.00 per pound for packages over ten pounds. Pallet or crate charge is \$75.00. There is a \$35 per hour labor fee. Please contact Teri Nevitt at the Seelbach Hilton at 1-502-585-9218 with any questions concerning shipments. *Note: Gratuities for storeroom staff are customary.*

**LIABILITY:** Exhibitor agrees that neither he/she nor his/her employees shall efface, mar, or otherwise damage the exhibit premises. Nothing shall be pasted on, tacked, nailed, crewed, or otherwise attached to columns, walls, or furniture. The exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's and his/her representatives' actions on the hotel premises.

The exhibitor hereby agrees to protect, indemnify, defend, save and hold harmless GITWL and the Seelbach Hilton hotel and hold their employees, management company, owner(s), respective agents, and servants harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof, excluding any such liability caused by the sole negligence of the hotel, its employees and agents. Exhibitors must comply with all local fire and safety regulations and must exercise all care to avoid hazardous condition of any kind in the display area.

**GITWL 2011 EXHIBIT RIGHTS:** GITWL reserves the right to arrange and rearrange the floor plan or relocate space assignments for the betterment of the combined exhibitors and/or because of extenuating circumstances.

**INSURANCE:** All exhibitors have the sole responsibility for providing insurance coverage at their own expense for business loss/interruption, property loss and/or damage, and liability for personal injury and/or exhibitor's property.

**SECURITY:** GITWL will provide security personnel/services at the exhibit area after exhibit hours.

**CANCELLATION OF CONFERENCE:** Should the GITWL Biennial Conference be prevented or postponed by any such event or emergency as an act of God, declaration of war by the President, destruction of exhibit premises, strikes, public disturbance, or the like, the exhibitor expressly agrees that GITWL may retain as much of the monies paid for rental of exhibit space as may be necessary to cover expenses incurred up to the time of emergency or disruptive event.

**REFUND AND CANCELLATION POLICY:** Notice of cancellation must be made in writing to GITWL Exhibits Chair. GITWL will retain 50% of the cost of the booth rental for cancellations up to ten (10) days prior to the conference. All cancellations after that point will result in loss of the full cost.

**VIOLATIONS/INFRACTIONS OF THE RULES AND REGULATIONS:** Any exhibitor, or his/her employees/agent's violation or infractions of any of the rules and regulations stipulated in this agreement shall annul the exhibitor's right to occupy exhibit space, and such exhibitor will forfeit the monies that have been paid to use such space.

Questions? Contact Monica Turner:

[mmturner@aph.org](mailto:mmturner@aph.org)

502-899-2291

502-899-2363 (fax)

**For GITWL Use Only**

Date Application Received:

Date Payment Received:

Space Assigned: